

# Contract # 338210

Schedule Dates

10/23/12-11/04/12

Advertiser

Pol/Iss/House Majority Pac (16681)

Agency/T-Code

Waterfront Strategies (2541)/043489394

Product

Political - Issue (1068)

Brand

ISS/HOUSE MAJORITY PAC (133782)

Salesperson

Telerep/Washington DC, Washington DC (1040)

Sales Office

Telerep/Washington DC

Buyer Name

NAGELBERG,DAN

Phone/Fax

/

CPE

79/86/2162

Account Types

National/Political

Billing Type

Standard

Comments

HOUSE MAJ PAC 10/23  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
DARK ENTIRE WEEK 9/4-9/17\*\*

Date Entered 10/22/12  
Last Modified 11/02/12  
Entered By Deb O'Keefe  
CO-OP No  
Headline # 06386515  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$15,570.00  
Net Total \$88,230.00  
Sales Tax

Pittsburgh (WPXI)		
By Broadcast Month	Spots	Rate
Oct. 2012	67	\$68,400.00
Nov. 2012	11	\$35,400.00
<b>Grand Total:</b>	<b>78</b>	<b>\$103,800.00</b>

WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214



Waterfront Strategies  
1010 Wisconsin Avenue  
Washington, DC 20007

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	10A- Ellen			1	1	1	1			4	\$350.00	\$1,400.00	Pittsburgh (WPXI)	ELLEN/1	10/22/12
2.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P			1	1	1	1			4	\$2,000.00	\$8,000.00	Pittsburgh (WPXI)	11 PM NEWS/2	10/22/12
3.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	11:34P- TONIGHT SHOW			1	1	1	1			4	\$675.00	\$2,700.00	Pittsburgh (WPXI)	THE TONIGHT SHOW/3	10/22/12
4.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	12:37A- Late Night			1	1	1	1			4	\$250.00	\$1,000.00	Pittsburgh (WPXI)	JIMMY FALLON/4	10/22/12
5.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	11:59A- Channel 11 News At Noon			1	1	1	1			4	\$375.00	\$1,500.00	Pittsburgh (WPXI)	CHANNEL 11 NOON NEWS/5	10/22/12
6.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	2:58P- Days Of Our Lives	3	X	X	X	X	X			3	\$500.00	\$1,500.00	Pittsburgh (WPXI)	DAYS OF OUR LIVES/6	10/22/12
7.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	4P- Judge Judy 4p			1	1	1	1			3	\$400.00	\$1,200.00	Pittsburgh (WPXI)	JUDGE JUDY/4p/ 7	10/22/12
7.0.1	Closed Preempt	10/26/12															Pittsburgh (WPXI)	Pre-empt/Exception -	
8.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	4:29P- Judge Judy 430p			1	1	1	1			4	\$500.00	\$2,000.00	Pittsburgh (WPXI)	JUDGE JUDY/430p/ 8	10/22/12
9.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	5P- 5:30P (EST)			1	1	1	1			3	\$900.00	\$2,700.00	Pittsburgh (WPXI)	5-530p-CH 11 EARLY NEWS/9	10/22/12
9.0.1	Closed Preempt	10/26/12															Pittsburgh (WPXI)	Pre-empt/Spot -	
10.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	5:30P- 6P (EST)			1	1	1	1			4	\$900.00	\$3,600.00	Pittsburgh (WPXI)	530p-6p- CH 11 EARLY NEWS/10	10/22/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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Waterfront Strategies (2541)/043489394

Product

Political - Issue (1068)

Brand

ISS/HOUSE MAJORITY PAC (133782)

Salesperson

Telerep/Washington DC, Washington DC (1040)

Sales Office

Telerep/Washington DC

Buyer Name

NAGELBERG,DAN

Phone/Fax

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CPE

79/86/2162

Account Types

National/Political

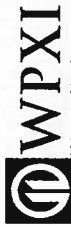
Billing Type

Standard

Comments

HOUSE MAJ PAC 10/23  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
DARK ENTIRE WEEK 9/4-9/17\*\*

Waterfront Strategies  
1010 Wisconsin Avenue  
Washington, DC 20007



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

Date Entered 10/22/12  
Last Modified 11/02/12  
Entered By Deb O'Keefe  
CO-OP No  
Headline # 06386515  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$15,570.00  
Net Total \$88,230.00  
Sales Tax

Pittsburgh (WPXI)			
By Broadcast Month	Spots	Rate	
Oct. 2012	67	\$68,400.00	
Nov. 2012	11	\$35,400.00	
<b>Grand Total:</b>	<b>78</b>	<b>\$103,800.00</b>	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	5:58P- Channel 11 News At 6pm M-F	3		1	1	1	1			4	\$1,000.00	\$4,000.00	Pittsburgh (WPXI)	CH 11 EARLY NEWS 6-630p/11	10/22/12
12.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	6:59P- Jeopardy	3		X	X	X	X			3	\$1,800.00	\$5,400.00	Pittsburgh (WPXI)	JEOPARDY/12	10/22/12
13.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	6:58A- Today Show	3		1	1	1	1			4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	TODAY SHOW 7a/13	10/22/12
14.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	7:30P- WHEEL OF FORTUNE	3		X	X	X	X			3	\$1,800.00	\$5,400.00	Pittsburgh (WPXI)	WHEEL OF FORTUNE/14	10/22/12
15.0	Normal Line / Spot	10/23/12-10/26/12	4	:30	9A- Today Show 9a	3		1	1	1	1			4	\$400.00	\$1,600.00	Pittsburgh (WPXI)	TODAY SHOW/15	10/22/12
16.0	Normal Line / Prime	10/26/12-10/26/12	3	:30	9P- Grimm 9-10P	1					1			1	\$4,500.00	\$4,500.00	Pittsburgh (WPXI)	GRIMM/16	10/22/12
17.0	Normal Line / Prime	10/29/12-10/29/12	4	:30	7:57P- The Voice 8-10P AT 11P	1	1							1	\$7,000.00	\$7,000.00	Pittsburgh (WPXI)	THE VOICE/8-10p/17	10/22/12
18.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P	1						1		1	\$2,100.00	\$2,100.00	Pittsburgh (WPXI)	11 PM NEWS/18	10/22/12
19.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	6A- 8A (EST)	1						1		1	\$350.00	\$350.00	Pittsburgh (WPXI)	6a-8a Sat am News/19	10/22/12
20.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	8A- 10:30A (EST)	1						1		1	\$375.00	\$375.00	Pittsburgh (WPXI)	8a-1030a/Sat am News/20	10/22/12
21.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	10A- MEET THE PRESS	1							1	1	\$3,600.00	\$3,600.00	Pittsburgh (WPXI)	MEET THE PRESS/21	10/22/12
22.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	11:30P- Channel 11 News Following Football 1130P	1							1	1	\$2,250.00	\$2,250.00	Pittsburgh (WPXI)	11 PM NEWS/1135p-1235a/22	10/22/12

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Date:

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Schedule Dates

Advertiser

Agency/T-Code

Product

Brand

Salesperson

Sales Office

Buyer Name

Phone/Fax

CPE

Account Types

Billing Type

Comments

10/23/12-11/04/12

Pol/Iss/House Majority Pac (16681)

Waterfront Strategies (2541)/043489394

Political - Issue (1068)

ISS/HOUSE MAJORITY PAC (133782)

Telerep/Washington DC, Washington DC (1040)

Telerep/Washington DC

NAGELBERG,DAN

/

79/86/2162

National/Political

Standard

HOUSE MAJ PAC 10/23

\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\* \*\*HIATUS 9/11\*\* \*\*\*ALSO  
DARK ENTIRE WEEK 9/4-9/17\*\*

10/22/12

Date Entered

Last Modified

Entered By

CO-OP

Headline #

Demo

Order Type

Package Deal

Commission %

Commission

Net Total

Sales Tax

11/02/12

Deb O'Keefe

No

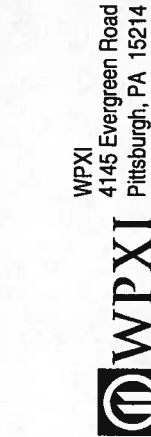
06386515

Normal

15.00

\$15,570.00

\$88,230.00



Waterfront Strategies  
1010 Wisconsin Avenue  
Washington, DC 20007

## Pittsburgh (WPXI)

By Broadcast Month

Spots

Rate

Oct. 2012

Nov. 2012

Grand Total:

67

\$68,400.00

11

\$35,400.00

78

\$103,800.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
23.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	5:30A- 8A (EST)								1	1	\$350.00	\$350.00	Pittsburgh (WPXI)	530a-8a- SUN MORNING NEWS/23	10/22/12
24.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	8A- 10A (EST)								1	1	\$375.00	\$375.00	Pittsburgh (WPXI)	8a-10a- SUN MORNING NEWS/24	10/22/12
25.0	Normal Line / Prime	10/23/12-10/23/12	3	:30	10P- Parenthood 10-11P			1						1	\$5,000.00	\$5,000.00	Pittsburgh (WPXI)	PARENTHOOD/25	10/22/12
26.0	Normal Line / Prime	10/23/12-10/23/12	4	:30	9P- Go On 9-930P			1						1	\$3,000.00	\$3,000.00	Pittsburgh (WPXI)	GO ON/9-930p/ 26	10/22/12
27.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	10A- Ellen									1	\$350.00	\$350.00	Pittsburgh (WPXI)	ELLEN/27	10/22/12
28.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P			1						1	\$2,000.00	\$2,000.00	Pittsburgh (WPXI)	11 PM NEWS/28	10/22/12
29.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	11:34P- TONIGHT SHOW			1						1	\$675.00	\$675.00	Pittsburgh (WPXI)	THE TONIGHT SHOW WITH JAY LENO/29	10/22/12
30.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	11:59A- Channel 11 News At Noon			1						1	\$375.00	\$375.00	Pittsburgh (WPXI)	CHANNEL 11 NOON NEWS/30	10/22/12
31.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5P- 5:30P (EST)			1						1	\$900.00	\$900.00	Pittsburgh (WPXI)	5-530p- CH 11 EARLY NEWS/31	10/22/12
32.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5:30P- 6P (EST)			1						1	\$900.00	\$900.00	Pittsburgh (WPXI)	530p-6p/ CH 11 EARLY NEWS/ 32	10/22/12

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Deb O'Keefe

CO-OP

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Demo

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Order Type

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Package Deal

Commission %

15.00

Commission

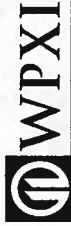
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33.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	5:58P- Channel 11 News At 6pm M-F	1	1							1	\$1,000.00	\$1,000.00	Pittsburgh (WPXI)	6-630p- CH 11 EARLY NEWS/33	10/22/12
34.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	6:58A- Today Show	1	1							1	\$800.00	\$800.00	Pittsburgh (WPXI)	TODAY SHOW/37	10/22/12
35.0	Normal Line / Spot	10/29/12-10/29/12	4	:30	9A- Today Show 9a	1	1							1	\$400.00	\$400.00	Pittsburgh (WPXI)	TODAY SHOW2/38	10/22/12
36.0	M/G For 9.0.1 / Spot	10/26/12-10/26/12	4	:30	5:58P- Channel 11 News At 6pm M-F				1					1	\$1,000.00	\$1,000.00	Pittsburgh (WPXI)	6pCH 11 EARLY NEWS/9	10/24/12
36.1	M/G For 9.0.1 / Spot	10/26/12-10/26/12	5	:30	5:58P- Channel 11 News At 6pm M-F				1					1	\$1,000.00	\$1,000.00	Pittsburgh (WPXI)	6pCH 11 EARLY NEWS/9	10/25/12
37.0	M/G For 7.0.1 / Spot	10/26/12-10/26/12	4	:30	4:58A- Channel 11 News 5am				1					1	\$300.00	\$300.00	Pittsburgh (WPXI)	5a/7	10/24/12
37.1	M/G For 7.0.1 / Spot	10/26/12-10/26/12	5	:30	4:58A- Channel 11 News 5am				1					1	\$300.00	\$300.00	Pittsburgh (WPXI)	5a/7	10/25/12
38.0	Normal Line / Spot	11/04/12-11/04/12	3	:30	8:13P- NBC Sunday Night Football								1	1	\$21,000.00	\$21,000.00	Pittsburgh (WPXI)	NFL 805-12M/42	11/2/12

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